

ABSTRAK

PENGARUH MOTIVASI, PERSEPSI HARGA, KEPERCAYAAN, E-WOM, DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN LAYANAN NETFLIX

Fatkul Mujib
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh motivasi terhadap keputusan pembelian layanan *Netflix*, (2) pengaruh persepsi harga terhadap keputusan pembelian layanan *Netflix*, (3) pengaruh kepercayaan terhadap keputusan pembelian layanan *Netflix*, (4) pengaruh *electronic word of mouth* terhadap keputusan pembelian layanan *Netflix*, (5) pengaruh gaya hidup terhadap keputusan pembelian layanan *Netflix*, dan (6) pengaruh motivasi, persepsi harga, kepercayaan, *electronic word of mouth*, dan gaya hidup secara simultan terhadap keputusan pembelian layanan *Netflix*. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan metode purposive sampling. Data diperoleh melalui penyebaran kuesioner menggunakan *Google Form* kepada 180 responden yang berusia 18–26 tahun, sedang menggunakan layanan *Netflix*, dan pernah membaca ulasan mengenai layanan *Netflix*. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan aplikasi SPSS versi 25. Berdasarkan hasil penelitian yang telah dilakukan, diperoleh hasil bahwa: (1) motivasi berpengaruh positif dan signifikan terhadap keputusan pembelian layanan *Netflix*, (2) persepsi harga tidak berpengaruh signifikan terhadap keputusan pembelian layanan *Netflix*, (3) kepercayaan tidak berpengaruh signifikan terhadap keputusan pembelian layanan *Netflix*, (4) *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian layanan *Netflix*, (5) gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian layanan *Netflix*, dan (6) motivasi, persepsi harga, kepercayaan, *Electronic Word of Mouth*, dan gaya hidup secara simultan berpengaruh signifikan terhadap keputusan pembelian layanan *Netflix*.

Kata Kunci: Motivasi, Persepsi Harga, Kepercayaan, *Electronic Word of Mouth* (E-WOM), Gaya Hidup, Keputusan Pembelian layanan *Netflix*.

ABSTRACT
**THE INFLUENCE OF MOTIVATION, PRICE PERCEPTION, TRUST, E-
WOM, AND LIFESTYLE ON THE PURCHASE DECISION OF NETFLIX
SERVICES**

Fatkhul Mujib
Management Study Program Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to determine: (1) the influence of motivation on the purchase decision of Netflix services, (2) the influence of price perception on the purchase decision of Netflix services, (3) the influence of trust on the purchase decision of Netflix services, (4) the influence of electronic word of mouth on the purchase decision of Netflix services, (5) the influence of lifestyle on the purchase decision of Netflix services, and (6) the simultaneous influence of motivation, price perception, trust, electronic word of mouth, and lifestyle on the purchase decision of Netflix services. This study uses a quantitative approach with a causal associative research design. The sampling technique used is non-probability sampling with a purposive sampling method. Data were obtained through questionnaires distributed using Google Forms to 180 respondents aged 18–26 years, who are currently using Netflix services and have read reviews about Netflix services. The data analysis technique used is multiple linear regression analysis with the assistance of SPSS version 25. Based on the results of the research, it was found that: (1) motivation had a positive and significant influence on the purchase decision of Netflix services, (2) price perception did not have a significant influence on the purchase decision of Netflix services, (3) trust does not have a significant influence on the purchase decision of Netflix services, (4) electronic word of mouth had a positive and significant influence on the purchase decision of Netflix services, (5) lifestyle had a positive and significant influence on the purchase decision of Netflix services, and (6) motivation, price perception, trust, electronic word of mouth, and lifestyle simultaneously had a significant influence on the purchase decision of Netflix services.

Keywords: Motivation, Price Perception, Trust, Electronic Word of Mouth (E-WOM), Lifestyle, Purchase Decision service Netflix.